

spring 2010

# Tek talk

"hot off the roof"



## Elastek 5-gallon plastic pails are now recyclable

By Steve Mink

Teaming up with Waste Management, Elastek now recycles all cardboard, bags, plastic, and metal – we're proud to report that 99% of everything we use is now recycled. **We now can accept 5-gallon Elastek pails for recycling at our plant.**

We've always wanted to recycle the plastic pails our product comes in. As far back as the first years of operations, we've been exploring ways to at least reuse these pails. We found it very labor intensive to wash out the used pails and we just couldn't get them clean enough to reuse for new product. But the search for a solution has never ended.

Waste Management has now provided us with a resolution. They have located an Arizona-based facility that will take Elastek 5-gallon pails and recycle them. What a great way to save landfills and reuse perfectly good pails. There is a dedicated recycling bin located behind the Elastek buildings for this purpose. **Please, only used Elastek pails are accepted at our facility.** We are currently working on establishing other drop-off sites for used Elastek pails.

For many years, Elastek employees have been recycling clean cardboard, junk mail, office paper, newspaper, toilet paper and paper towel rollers, cans, and plastic bottles that are part of daily operations. There are several drop-off points located throughout the company for employees to deposit items as soon as they are identified as recyclable. Several years ago, Elastek began recycling the water used in production with the



Armando Cruz shows how easy it is to recycle used Elastek pails in the recycling center in ELASTEK's backlot.

ALAR Recovery System for reuse in batches and cleanup. We have no industrial drain attached to the county sewer system as we produce no waste water. Elastek had an energy audit performed in 2009 and completed the process of optimizing energy use throughout the facilities.

Convenience is one of the first hurdles in getting members of a business to cooperate, but Elastek is proud of our nearly 100% participation. Employees are even encouraged to bring recyclables from home and use the company dumpster if they don't have curbside recycling.

Elastek is a green company inside and out. Our environmentally friendly products reflect UV rays and keep roofs cooler. This reduces the utility cost of cooling a home. Our coatings are long lasting and, when applied with a PolyTek fabric, can sustain your roof indefinitely, thus saving it from cluttering the landfill. Cooler, reflective roofs also reduce the heat island effect in urban areas. Three of our coatings are ENERGY STAR® certified: Solar Tek Extreme, Solar Magic, and Solar Mastic.

### Worldwide resin shortage reported

By Rick Ulrich

We have recently learned that acrylic resins (latex) and related products are in short supply both in the US and worldwide. This means that coating manufacturers will be operating under some limitations when ordering resins. We hear mention of unexpected worldwide demand for resins this year. There is also talk of resin manufacturing facilities that were taken off line and these will take time to return to production. All five monomer (building blocks of polymers) manufacturers in the US are similarly affected. Be alerted that raw material shortages generally lead to price increases.

We will continue to manufacture Elastek coatings and do all in our power to minimize any inconvenience to our dealers and customers. We feel fortunate that many important jobs have already been completed and the slower summer season should be less of a strain on supply. More information will be provided to customers as we get it. So far, we have been assured this is a temporary shortage to be fixed later this year.



Recycling roundup!

## ELASTEK's new wheels hit the road



Elastek has purchased a new 2007 International Cab Over, for local deliveries. The truck is smaller and more maneuverable than our flatbed, making it easier to get into tight places. Having two larger trucks allows us to load one while the other is making deliveries, improving productivity. Delivery driver Antonio Granillo (pictured above with the new vehicle) says the new truck makes deliveries faster and easier to unload at many of our local dealers and distributors.



### Jumping in with both feet!

Elastek is proud to announce a new addition to its sales team, Vince Martinez. He is pictured here (left), working the Elastek booth at the Albuquerque Home Show this Spring.

Vince comes to Elastek with an extensive background of quality customer service and sales experience. He will be serving Elastek needs in the West Texas and New Mexico markets from his home in El Paso. If you need information or assistance in these markets, contact Vince at 915-208-3338 or email him at: [vmartinez@elastek.com](mailto:vmartinez@elastek.com).

### Jon Rose joins inside sales

Jon Rose is the latest addition to the inside sales staff at Elastek. Jon's experience comes from years working at Winroc Corporation, where he was lead inside sales person, providing superior customer service to walk-in customers. Jon also purchased materials, maintained cost files, and was responsible for accurate paper flow. He's a good fit for our sharp and helpful inside sales team at Elastek. Welcome Jon.



### New accounting specialist

Marilyn Overbey and her husband relocated to Tucson from Santa Maria, CA in 2002 and found Tucson to be the perfect mix of small town atmosphere and big city opportunities.

Before relocating, she honed her database management, report and system design, and customer service skills in the position of controller for a large broccoli/strawberry grower/packer/shipper for 10 years. She helped build the farm from a small family-owned operation to a multi-corporate entity. Happy to have you on board, Marilyn!



## All roofs lead to Elastek

By Lori Thayer, Marketing Manager



We decided to take advantage of the crazy economy and buy a foreclosed property in Arizona — complete with a very leaky roof. Roofing repair estimates ranged from \$500 to \$5000. We had never owned a flat roof and weren't familiar with maintenance issues on them. What was the best way to solve the problems we had on our roof?

I haven't always lived in the Southwest. I went to school in Maryland and got a bachelor's degree at the University of Maryland. After furthering my education studying graphic design, I co-owned an ad agency. Two national manufacturers and many non-profits outsourced their marketing projects to us.

Moving to Arizona to help my aging parents, I took a job designing mail order catalogs and collateral. I've worked there for the last six years.

Recently, an ad for an opening in the Marketing department at Elastek caught my eye, so I applied for the job. I'm happy to say that they have hired me to be their new Marketing Manager. I can't tell you how excited I am about this new challenge.

Oh...and I think I figured out what to do about my leaky roof.

The entire Elastek team would like to thank Bonnie Lewis for her valuable leadership in our Marketing department during the last six years. We wish her every success in the future.

# Elastek expands its laboratory facilities



*LEFT: New lab provides many stations for testing; [INSET: the lab before the makeover] RIGHT: David Barrios tests viscosity. BELOW: David Barrios and Robert Yrigoyen conduct independent tests.*



**By Jerry Rockwell  
Quality Control Supervisor**

If you have been to our facility lately you may have noticed we have been doing some construction. We have expanded our coatings lab from 125 square feet to 275 square feet, giving us a more efficient and productive work environment, and some much needed space.

The Elastek Lab is now set up with individual work stations that could accommodate up to three employees. Each work station will be able to perform standard batch quality analysis, which includes viscosity, air entrapment, temperature, and fineness of grind. We have purchased some new equipment to allow us to perform a larger variety of tests more frequently. In the past, no more than one or two tests could be conducted at a given time. This equipment will also provide more accurate results and conform to ASTM



test methods. Additional storage area is also available to store a variety of substrates and materials for testing.

These changes will provide an opportunity to expand our current testing, providing reliable information for our sales team, and further ensure that our products maintain the high quality that our customers associate with the Elastek name.



## Announcing new ELASTEK products and updates to another



Elastek would like to announce the addition of two new products. Our Poly Tek Pro (#129) is an all-around E-108 class A fire-rated coating that can be used on many roofing surfaces including new foam. Poly Tek Pro is in testing to become Title 24 compliant.

Elastek TPO Basecoat (#139) is an all-acrylic waterborne basecoat to allow old worn TPO to be revitalized. TPO Basecoat also can be used to embed Elastek Poly Tek fabric. This basecoat must be top-coated but works well with any topcoat in the Elastek lineup.

Earlier this year Elastek introduced Extreme Crack & Joint Sealant (#133). Extreme Crack & Joint Sealant is a thick, white, longlasting elastomeric sealant that won't dry out or crack over time. Based on a unique acrylic polymer, it's formulated to provide excellent weatherproof performance under harsh weather conditions. Extreme Crack & Joint affords exceptional adhesion and water resistance. Because of the UV resistance, Extreme Crack & Joint does not require a top coat when using. Think of this product as the multi-purpose problem-solver that works well with most roofing. It outlasts asphalt fillers and cements.



### **Solar One now fire-rated**

Solar One (#127) is now an ASTM Class A fire-rated top coat, adding to its impressive existing credentials. Solar One already passes D6083 and California Title 24 requirements. Solar One can also be used on new foam.



Please contact us if you have any question on these or any of our coatings.

# Can boosting your inventory boost your retail sales?

By John Richard

There's an old saying in retail that goes something like this: "You can't sell product from an empty shelf." Obviously, that's true, but when it comes to retail sales of roof coatings, that old saw is actually an understatement. In reality, stores often lose coating sales even when they think they're fully stocked.

The problem is low max/min levels. When signing up a new retail dealer, it's common for Elastek to see them plan to stock 2 or 4 five-gallon pails of roof coating, as they had with previous slow-selling brands. However, since even a small home will require 3-6 pails to complete the job, a potential customer may find that the store doesn't have enough on hand, and will go elsewhere. This can lead them to a "big box" home center and an entirely different brand of roof coating.

Raising the store's stocking level is the solution, but by how much? Take a look at the homes surrounding your store, and make some generalizations about what your customer is likely to need. A safe bare-minimum level of inventory is one that allows for two coats on a home typical of the neighborhood. Usually, this means 6-10 pails of each item. Here are some points to consider:

## Are the homes large or small?

Each five-gallon pail of roof coating is good for applying one coat over a 500 sq. ft. area. This means that a modest home with a

2,000-sq. ft. roof will need 4 five-gallon pails for each coat.

## Will most buyers be coating for the first time?

If a roof has never been coated before, a minimum of two coats will be required.

## Is the entire roof coatable, or just over the patio?

"Flat" roofs mean greater sales, but even most new stucco and tile developments have patio roofs that should be coated.

## Large displays can lead to large sales.

Just as a huge mound of soup cans increases a grocery store's sales of canned soup, a large display of roof coating sends the message that NOW is the time to buy, and that your store believes in the product.

## Five-gallon pails of Elastek coatings can be safely stacked four-high.

Very few stores have idle space. When additional shelf space is simply not available, stacking this way allows for surprisingly compact back stocking at aisle ends or in the back of the store.

If Elastek roof coatings are new to your store, it may take some time to learn the demands of your neighborhood, but the extra sales will be worth the extra attention. If you would like help with customizing your Elastek product offering to the needs of your area, please contact your Elastek sales representative, or call 1-877-ELASTEK.

## John C. Scott remote — an Elastek tradition for 17 years



Elastek sales representative John Richard (left) talks about Elastek live on air with John C. Scott, station manager of *The Jolt*, 1330AM radio. John C. Scott did his first remote with Elastek in 1993, our first year of operations, from the company's original location in the strip mall just to the north of 3700 S Palo Verde.



Elastek is pleased to announce its sponsorship/partnership with Mrs. Green's World, [www.mrsgreensworld.com](http://www.mrsgreensworld.com). Gina Murphy-Darling hosts Mrs. Green Goes Mainstream on KNST 790 Radio every Saturday at noon. Each week she features guests who enlighten our appreciation of the environment and all things ecologically cool ... like Elastek roof coatings, of course. Please tune in!

# TekTalk

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